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Max Schling Seedsmen·INC.

538 MADISON AVE NEW YORK 22, N. Y.

fill your home with
Fresh
growing flowers
all winter long!



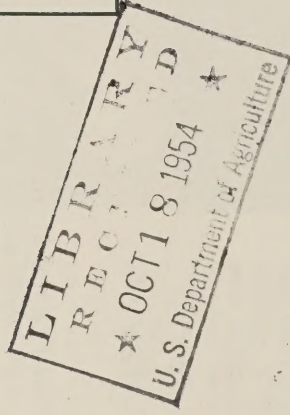
Illustrated: Growing Lily of the Valley, See page 9

The winter-blooming bulbs in these pages were carefully selected for easy growing anywhere indoors. Choose from fragrant old favorites and brilliant, exotic new beauties you'll enjoy in your home this winter. They're all fun to grow and the results you will get in beauty and pleasure will thrill you. *You don't need a green thumb to grow lovely flowers from Max Schling bulbs.*

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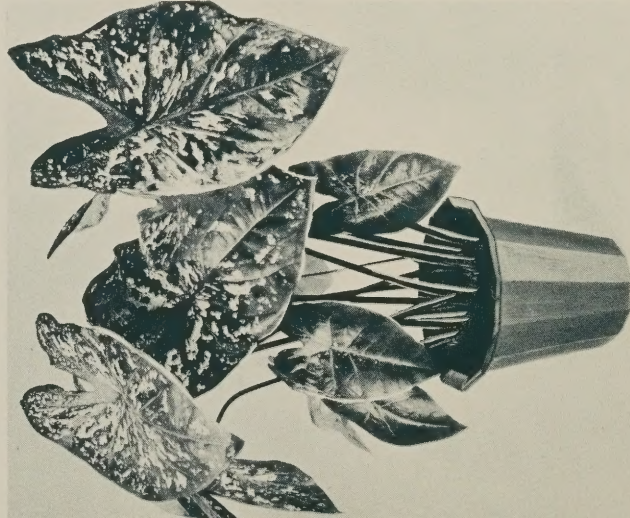
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Enjoy the Glowing Color and Fragrance of FRESH FLOWERS All Winter with Hardy Bulbs that Grow Easily Anywhere Indoors

1.

Fancy Leaved *Caladiums*

Plant January to June. Let them bring you pleasure in winter and all through summer, too! These beautiful foliage plants produce a wealth of handsome heart-shaped leaves that are strikingly marked and colored. Magnificent in their own right, they also make a perfect background for other flowering plants. They grow quickly and easily in pots, thrive on light, loamy soil. If you'd rather set them up in a favorite China Bowl, use Max Schling's Bulb Fiber that needs no drainage. Outdoors, they'll continue to grow lavishly through the whole summer. Special Jumbo Exhibition Bulbs **3 for \$2.00 \$7.00 per doz.**



2.

Star of Bethlehem (*Ornithogalum*)

Plant October to December. Produces magnificent thick clustering masses of dazzling white star-shaped blossoms with jet black "shoe button" eyes. Strong graceful stems. Imagine the impressive beauty of these unusual but easily-grown flowers on your plant stand or mantel. **\$2.00 per doz. \$15.00 per 100**



3. *Blood Lily* (*Haemanthus Katherinae*)

Plant in January. Their huge, spectacular clusters of brilliant red flowers and luxuriant green foliage will be a conversation piece for months. Easy to grow, strong and vigorous.

Giant Jumbo Bulbs **\$6.00 each**

FREE! Outdoor Bulb Catalogue. If you have not received our Fall Catalogue of tulips, daffodils and other fine, hardy bulbs for Spring blooming, we'll send you one free on request.

5. French Roman Hyacinths

Plant October to December. These dainty French imports are so delightfully light and airy, of such fairylike grace, that they seem almost unrelated to their heavier Dutch cousins. However, the appearance of this special new variety is deceptive. They're hardy and strong, grow vigorously without coaxing.

- 5a. WHITE—\$3.00 per doz; \$22.50 per 100**
- 5b. ROSE—PINK—\$2.50 per doz; \$18.00 per 100**
- 5c. BLUE—\$2.00 per doz; \$15.00 per 100**

Narcissus

Plant October to January. Let their loveliness bring spring to brighten your surroundings while the rest of the world is wrapped in the bleakness of winter.

7a. Imported Paper Whites

French-grown, with such rare beauty of texture, form and fragrance that domestic varieties just don't bear comparison. They thrive in Max Schling's Bulb Fiber, or may be set in pebbles and water. In limited supply. **\$2.00 per doz. \$15.50 per 100**

7b. Golden (Grand Soleil D'Or)

This splendid sun-glow yellow strain is easy to raise, was developed especially for forcing. Excellent results are assured. **\$2.25 per doz. \$17.25 per 100**

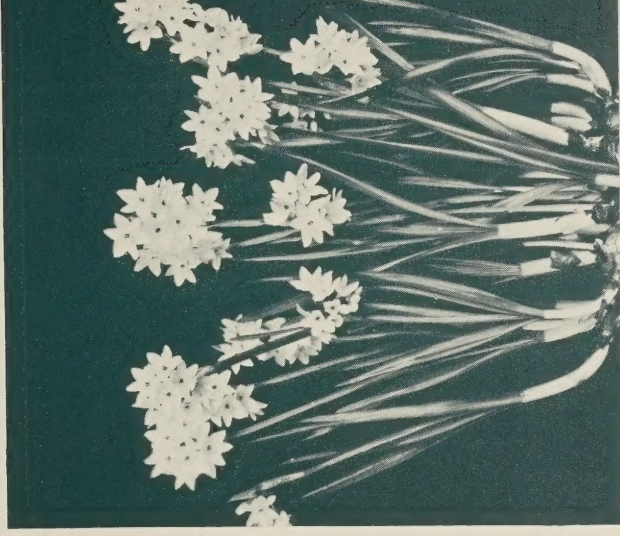
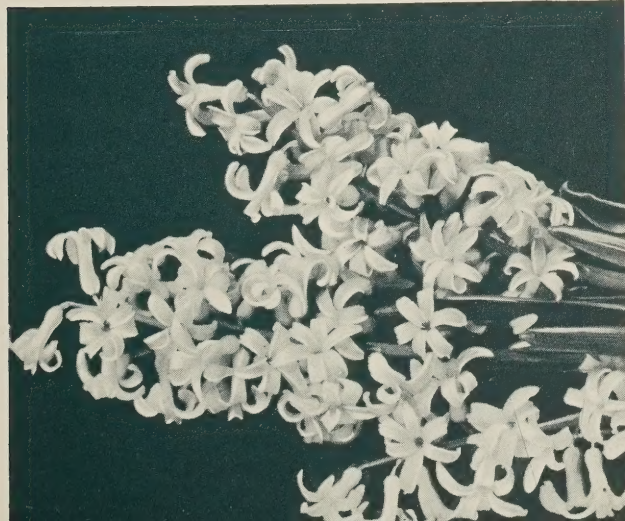
7c. Chinese Sacred Lilies

As exotic as their name, these pure white Narcissi with deep golden centers, grow profusely in lovely showers of bloom, with a delicate, delightful fragrance. **\$2.50 per doz. \$18.75 per 100**

Sparkling Imported Hyacinth Glasses!

These are exquisite shaped genuine Dutch Hyacinth Glasses, blown of sparkling leaded glass. They are the actual glasses Holland's professional growers use for forcing their famous blooms, and so decorative they make beautiful vases for any cut flowers.

- 6a.** One glass, complete with one Jumbo Exhibition Hyacinth Bulb, in a choice of these flower colors: Pink, Blue, White or Yellow. **\$1.50 per set**
- 6b.** Glass alone. **\$1.25 each**
- 6c.** Jumbo Exhibition Hyacinth Bulbs alone, choice of above colors. **3 for \$1.65 \$5.35 per doz.**



While Snow Falls Outdoors These Lovely Blooming Bulbs Bring June Into Your Home...

Amaryllis

Plant any of these hardy, easy-to-grow winter-blooming Amaryllis bulbs indoors, anytime from October to February. Then watch them shoot up, burst into glori-

ously brilliant, breathtakingly perfect blooms that transform your living room into a garden paradise!

Max Schling guarantees every specially selected variety on this page to be true to type, unvarying in form and specified color.

Prize Winning Varieties in 5 Special Colors:

8a. SNOW WHITE.

Each lovely flower as gleamingly pure white as fresh-fallen snow. Won Award of Merit, New York Horticultural Society. In limited supply. **\$7.50 each**

8b. CRIMSON VELVET

Lush, gorgeous crimson with an exquisitely delicate texture and delightful form. **\$6.00 each**

8c. SALMON QUEEN

Bright salmon, as radiant as the smile of a happy young queen. Splendid show blossom. **\$6.00 each**

8d. PINK BEAUTY

Captures and holds the rare, thrilling rosy-pink of a glowing summer sunset. Constant and uniform in tone. **\$6.75 each**

8e. SCARLET TRUMPET.

True brilliant royal scarlet, of regal magnificence in form and texture. Ideal show flower. **\$6.00 each**



Mammoth Sequoia Strain

in Separate Colors

- 8g. WHITE GROUND.** Pure white, touched with caresses of pink, dashes of red.
- 8h. DEEP RED.** Lovely, constant, dependable red, soft as rich plush.
- 8i. BRIGHT SCARLET SHADES.** Vivacious, fiery scarlet. A thrilling dazzle of color.

\$1.95 each

\$21.00 per doz.

8f. Giant Sequoia Strain in Varied Colors:

This exclusive strain, developed by Max Schling, produces huge, vivid, perfectly formed blooms in a variety of glorious jewel tones that add a magnificent splash of color to your living room. They grow to such unusual size and height, they've earned the right to bear the same name as the King of the forest.

Only \$1.75 each \$19.25 per doz.

Beauties That Thrive In Living Room or Greenhouse

9. *Gloriosa* (Rothschildiana)

Plant November to March. This exotic indoor plant produces flowers of exceptional loveliness. Their gay, variegated markings and swirling petals turn any corner of your home into a bower of beauty. They love to climb and should be given good support quite early. Use sandy loam, or half sand and humus. Plant can be dried off as soon as it has bloomed, then replanted outdoors for summer blooming. Bulbs are fine reproducers. In limited supply.

Jumbo Bulbs: **\$1.75 each**

\$19.25 per doz.

WE PAY POSTAGE ON ALL ORDERS
(unless otherwise specified)



10. *Calla Lilies*

Plant October to January. No flower seems to add so much old-fashioned charm and grace to a home as the Calla Lily. The superb varieties we offer here are delightfully fragrant, easy to raise and continue to please with their highly decorative foliage after the blooming period.

10a. WHITE CALLA (*Z. Aethiopica*) Stately pure white, with such upward flowing, pristine beauty it has been called "the saintly lily". Jumbo bulbs only
85¢ each; \$8.25 per doz.; \$58.00 per 100

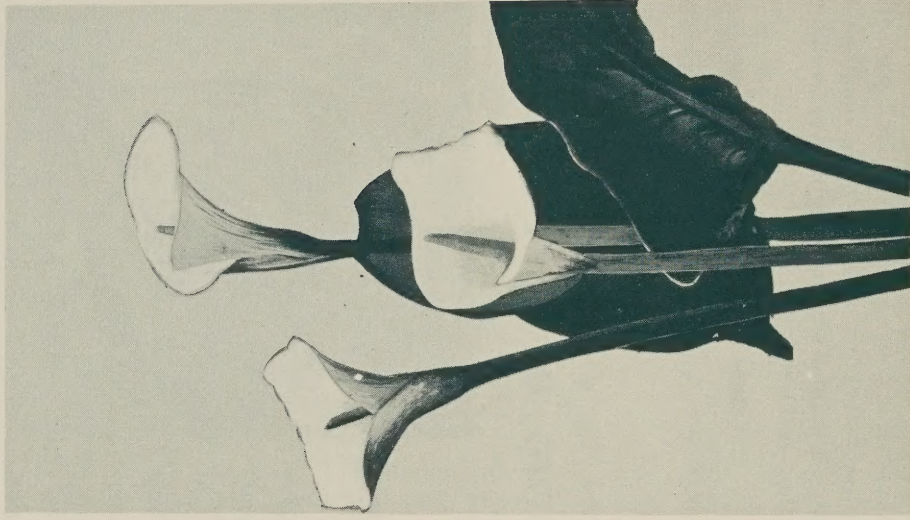
10b. GOLDEN CALLA (*Z. Eliottiana*) Golden yellow petals and beautifully spotted foliage make this lovely flower a queen among lilies. Plant December 1st, enjoy their glory in midwinter. Plant February 1st, for Easter bloom. Jumbo bulbs only. *Mid-November delivery*.

95¢ each \$9.50 per doz.

10c. BLACK CALLA. (*Arum Pictum*) Unusual hybrid whose striking and exceptional color never fails to evoke amazed comment. Imagine the decorative effectiveness of this note of contrast against any wall in your home.
\$1.10 each \$12.00 per doz.

10d. PINK CALLA (*Z. Rehmani*) This entrancing "baby" calla was the sensation of the International Flower Show, with its perfectly formed blush pink to deep rose blooms. *Mid-November delivery.*

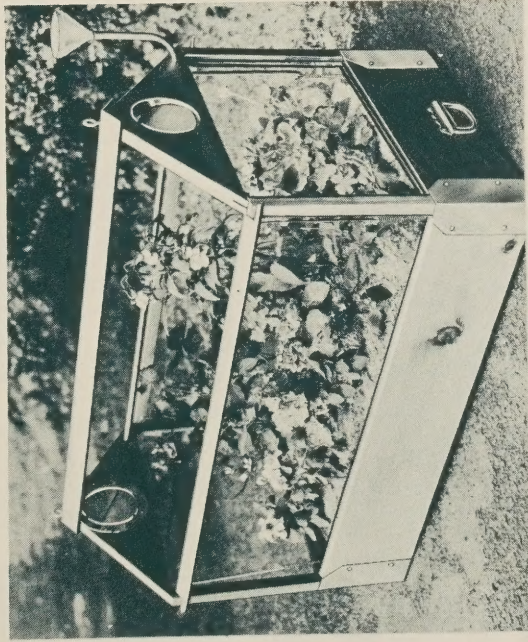
\$1.25 each \$13.50 per doz.



Now You Don't Have To Be A Millionaire To Own Your Own

Greenhouse!

MINIATURE GREENHOUSE



that comes fully equipped to do everything a full-sized professional greenhouse can do, yet costs you only a miniature price. Easy to set up on a table indoors or outdoors, and so beautiful laden with a wealth of exotic blooms that you'll want to make it the focal point of any room.

All our bulbs on the following page, suggested for greenhouse growing, will thrive beautifully in this scientifically-designed gem.

11a. GREENHOUSE Size 32" x 18" x 27". You can easily grow your own orchids, African Violets, the most rare and beautiful flowers and plants from seeds or any of the bulbs listed in this brochure, in this size. As completely equipped as a full-size greenhouse, it has automatic ventilation, subsoil irrigation, electric illumination, thermostatic temperature control. Glass sides and top, handsome natural cedar base. Fully guaranteed. For normal household AC current. **\$59.95**

(add \$2.00 shipping charges; West of Mississippi add \$4.00.)

We pay postage on all orders except #11a.

11b. IMPORTED AFRICAN VIOLET SEEDS. Includes standard favorites and many new varieties in blues, pinks, whites. Need no special care or equipment. Mixed colors.

1-Packet (to grow over 50 plants) **\$1.00**

3-Packets (to grow over 150 plants) **\$2.75**

11c. BIRD OF PARADISE (*Strelitzia*) Exotic flowering plant, with beautiful green foliage and orange and blue bird-like blooms. Available December. **\$2.50 each \$26.50 per doz.**

11d. ORCHID PLANTS of any variety, from \$15 up. We'll be glad to quote prices for specific types, if you will tell us when you would like your orchids to bloom and colors you prefer.

Glorious Blooming Bulbs

for Greenhouse Cultivation Only



HUGE FRAGRANT *Freesias*

IN EXCLUSIVE
PATENTED VARIETIES

Plant September to November
Here is a new, rare race of King-Size Freesias. These magnificent blossoms reach twice the size of ordinary varieties, seem to have an even more lasting, more delicate and delightful fragrance. Their colors are intense, they grow high and strong on their hardy stem structures.



12a. APPLE BLOSSOM.

Delicate soft pink. (U.S. Plant Pat. No. 486.)

12b. BRONZE GIANT.

Combination of copper and bronze tones.

12c. GIANT CREAM.

Enormous cream-yellow blossoms that shade to a distinct orange-yellow at throat. Very tall, vigorous; exquisitely fragrant.

12d. GIANT LAVENDER.

Lush, lovely deep lavender, white throat.

12e. KING OF THE YELLOWS.

Royally splendid in color and form. (U.S. Plant Pat. No. 488.)

12f. MARYON

Beautiful mauve. (U.S. Plant Pat. No. 32.)

12g. SNOWSTORM.

Pure white loveliness. (U.S. Plant Pat. No. 487.)
\$2.00 per doz \$15.00 per 100

12h. PATENTED FREESIAS MIXED.

\$1.00 per doz. \$7.50 per 100

Baby Gladiolus

Plant October to December. Have your own beautiful home-grown "glads" to adorn your home, make glorious center-pieces for your dinner table all winter long! These bulbs were especially developed for forcing, grow with vigor.

13a. TRISTIS SUPREME.

The finest of all tristis hybrids. Pure white, with delicately shaded tones of green at the center. Tall strong stems bear delicately fragrant blossoms.

\$2.00 per doz. \$15.00 per 100

13b. PEACH BLOSSOM.

A delightful, soft pink that's as radiant as the first warm day in May.

\$1.65 per doz. \$12.00 per 100

13c. SPITFIRE.

Fiercy red. Excellent for winter flower arrangements.

\$2.00 per doz. \$15.00 per 100

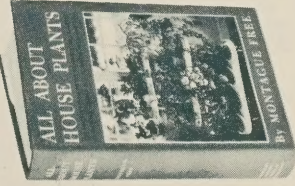
These Three Books Make It Easy To Grow Perfect Blooms From Our Superb Bulbs

14. ALL ABOUT HOUSE PLANTS

by MONTAGUE FREE

The one big complete, encyclopedic volume that's a guide for growing all indoor bulbs, flowers, plants, shrubs and vines. 329 pages of clear, authoritative facts to insure your success with all indoor gardening. Scores of beautiful full-color illustrations. Completely indexed.

\$3.95



14a. HOW TO GROW BEAUTIFUL HOUSE PLANTS

by THOMAS EVERETT

Clear instructions on care of all house plants, from rare orchids and African violets to geraniums, by noted horticulturist of N. Y. Botanical Garden. 53 chapters, over 400 photos, show how to choose, water, fertilize, prune, cure ills, make cuttings, grow from seeds, build terrarium, etc. **\$2.00**



15. BULB MAGIC IN YOUR WINDOW

by RUTH MARIE PETERS

Brand-new information-packed book with 3 bulb gardens in color, 60 black-and-white photos and 10 how-to drawings. Here is cultural know-how on 100 bulbs to grow indoors — from spring snowdrops to autumn crocus, from achimenes to zephyranthes. Also includes many new ideas for experimenters. **\$3.95**



YOU ARE CORDIALLY INVITED TO BECOME A MEMBER OF THE

MAX SCHLING

LILY-OF-THE-VALLEY CLUB

for 1954-1955

The Lily-of-the-Valley Club is a unique plan which enables flower lovers to enjoy the beauty and fragrance of exquisite Lily-of-the-Valley blooms, growing right in their own home, all through the autumn, winter and spring.

here's how the plan operates

Order as many Lily-of-the-Valley pips as you wish. It is best to place your entire order for the season, *all at one time*, in advance. You get the advantage of the low quantity price for club members and are assured of delivery even though our supply is limited. We will split the order as you direct. The pips, in individual lots, will be sent on the dates specified—to any address, or different addresses, according to your instructions. By this "shipment-at-intervals" plan you can have a fresh container of Lily-of-the-Valley blooming right through the season.

*the
ideal gift
idea*

For that special gift what could be more thoughtful and original — than a handsome container planted with choice imported Lily-of-the-Valley pips? Here's the perfect remembrance for Christmas, New Years, Valentine's Day, Mother's Day, birthdays and anniversaries.

*pips will
bloom in a
few short
weeks*

All pips delivered from September to December 31st are last season's harvest, specially treated for forced blooming in 18 to 21 days.

Pips shipped after December 31st, will be newly harvested and require 25 to 30 days to bring them to full bloom. As the season progresses, this growing period is gradually reduced to 21 to 25 days. Consult the table of blooming dates on the enclosed order envelope to guide you in ordering.

*variety of
attractive
containers*

We have selected a large variety of attractive, graceful bowls as containers for these pips. Of course you can order the pips alone for planting in your own container if you wish. Or successive shipments can be planted in the original container after the first planting has ceased blooming. In addition to the containers illustrated, we have a full line of oblong, square, oval and round brass containers, in excellent taste. Available, all planted, from \$12 to \$25.

After the blooming period is over, plant the pips outdoors in spring and they will bloom all over again the following year.

Place your entire order

NOW

because the supply
of these fine
Lilies-of-the-Valley
is relatively limited.

Your directions for
split shipments at
specified dates will
be carefully carried out.

UNPLANTED LILY-OF-THE-VALLEY PIPS

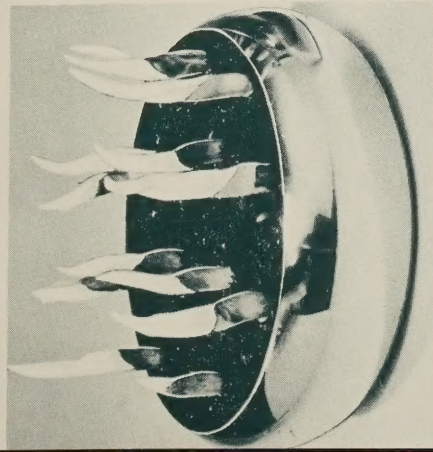
12 for \$2.75

25 for \$5.25

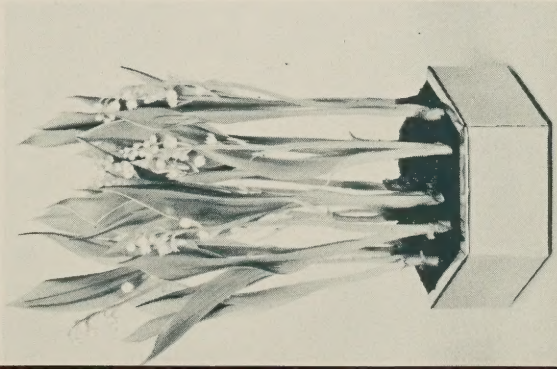
100 for \$19.50

1 Quart Bulb Fiber 25¢
(sufficient for planting 12 pips)



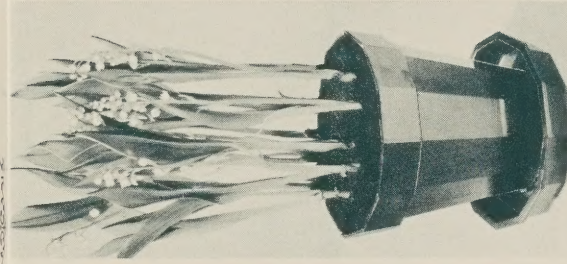


16. Classic solid copper round container, 6 inches in diameter, planted with 12 Lily-of-the-Valley pips. Complete **\$5.95**, postpaid.



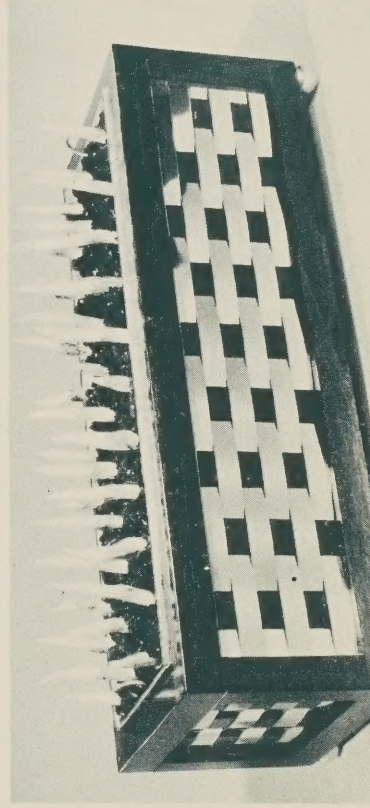
19. Hexagon shaped solid copper container, new and unusual, 6 inches in diameter, planted with 12 pips. Complete **\$6.95**, postpaid.

Planted containers of various sizes and designs

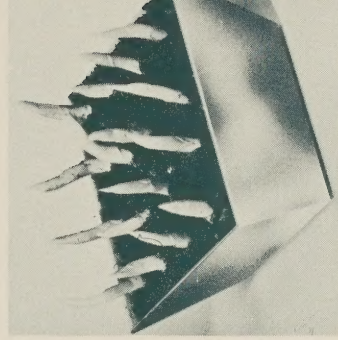


17. Plastic Pot in very attractive green finish, top diameter 4 1/4 inches, planted with 10 Lily-of-the-Valley pips. Complete **\$3.95**, postpaid.

20. Handsome decorative planter of stained oakwood in mahogany or natural finish, with gold-toned brass weave. Size 16 x 5 1/2 inches. Planted with 33 Lily-of-the-Valley pips. Complete **\$22.50**, postpaid.



18. STRAWBERRY JAR PLANTER with 12 pips and fibre in which to plant them. White, black, burgundy, green or yellow ceramic. 5" high. Complete **\$4.95**, postpaid.



21. Gleaming contemporary brass container 5 1/2" sq., base fully tapered to 4" sq., base resting on tiny rounded feet. Planted with 16 pips. Complete **\$8.50**, postpaid.

America's finest... African Violets

DOUBLE GENEVAS

ALL FOUR PLANTS \$7.50 ANY THREE \$6. ANY TWO \$4.50

These spectacular hybrids are happy combinations of long-lasting, bouquet flowering doubles and lively, white-edged Genevas. Our "Double Genevas" are the foremost new Saint-paulias of this decade.

1. **SILVER LINING**—light blue double, edged white, keeps well in summer.....\$2.50
2. **SNOW LINE**—red lavender companion plant.....\$2.50
3. **EDNA FISCHER**—lovely plum shade double, white edge blending into colored area, foliage reddened below.....\$2.50
4. **BLUE HORIZON**—a deep blue double, white edged, prolific bloomer.....\$2.50

JERSEY GIANTS ALL THREE PLANTS \$4.00

An exceptionally popular, large flowered strain of singles, bloom approaching the size of DuPonts, yet with lovely pliable and soft foliage.

5. **BLUE BEAU**—a handsome dark blue.....\$1.50
6. **BLUE BELLE**—the light blue companion.....\$1.50
7. **CONFEDERATE BEAUTY**—"The Pride of Nashville" at the N.A.V.S. Convention, deep velvety blue.....\$1.50

PASTEL FRILLS

ALL SEVEN PLANTS \$9.00 ANY FOUR \$6.

Delicately ruffled singles in a rainbow of color, wavy foliage.

8. **MINUET IMP.**—delicate mauve.....\$2.00
9. **EVENTIDE**—rich red-lavender.....\$1.50
10. **BLUE REFLECTION IMP.**—exquisite light blue.....\$2.00
11. **BOLERO IMP.**—handsome deep blue.....\$1.50
12. **STARGLOW**—shimmering white.....\$2.00
13. **POLONAISE IMP.**—vibrant medium blue.....\$1.50
14. **SUNDREAM**—a tinted mauve.....\$1.50

DOUBLES ALL THREE PLANTS \$4.50

Increasing in popularity, masses of blooms—excellent keeping quality.

15. **ALMA WRIGHT**—our lovely double white.....\$2.00
16. **IMP. DARK BLUE DOUBLE FRINGETTE**—frilled double blue flowers, a profuse bloomer.....\$1.50
17. **PANDORA**—a delicate blue fringed double, new for this line.....\$2.00

SINGLES ANY FOUR PLANTS \$4.00

18. **GIANT ROSE PINK**—deep pink blossoms of outstanding size and character, supreme foliage.....\$1.50
19. **FIREFLY**—a free-flowering red-lavender.....\$1.00
20. **SWEETHEART**—pale pink, profuse bloomer.....\$1.00
21. **ENCHANTRESS IMP.**—a huge flowering white, supreme foliage.....\$1.50
22. **SEA SHELL**—a giant flowering delicate mauve, girl foliage.....\$1.50

FRINGED GENEVAS ALL THREE PLANTS \$5.00

These are among the most popular violets ever introduced. Lovely single blossoms, each frilled and bordered white have a dainty peccot-edge effect.

23. **ECLIPSE**—red lavender.....\$2.00
24. **WHITE CAPS**—very lively deep blue, prominent edges.....\$2.00
25. **SILHOUETTE**—large flowering dark blue, deeply ruffled with faint edge almost a tint.....\$2.00

No African Violet Plants Shipped after November 15th.